

# EIGHT BEST PRACTICES FROM THE OUTDOOR RETAILER SHOW



HOW EVENTS CAN SUPERCHARGE YOUR  
BUSINESS SUPER-EFFICIENTLY...  
ESPECIALLY IF YOU'RE IN UT!



**Kenji Consults**

Experiential Business Solutions

# Introduction

## Kenji Haroutunian



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- Leave business card, or join my email list and I'll send you elements or this whole presentation



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*"I knew I should have started planning a week sooner..."*

# Why are Events important for my Business?



For good ideas and true innovation, you need human interaction, conflict, argument, debate.

Margaret Heffernan

Social media and the Internet haven't changed our capacity for social interaction any more than the Internet has changed our ability to be in love or our basic propensity to violence, because those are such fundamental human attributes.

Nicholas A. Christakis



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# How Great Events Succeed



***Great b2b events facilitate a myriad of value drivers for brands, retailers, organizations and individuals***

- SELL
- BUY
- NETWORKING
- GATHER FEEDBACK/DOING RESEARCH
- STRENGTHEN RELATIONSHIPS
- TELL YOUR BRAND STORY
- COLLABORATE
- RECHARGE



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# Eight best practices



## BEFORE

- Begin program planning 9 months ahead (gestation)
- Set measurable goals (use project mgmt tool)
- Exhibit as Theater – make it fun
- Gamification – make it pay off

## DURING/AFTER

- Don't stop when the show is over
- Follow Up on Leads
- Leverage PR (Tool Kit)
- 'Hanseikai' – debrief, apply lessons



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## Trends in Shows 2015

**Experience Economy** – sustainable platforms for people to experience others and nature. Zero impact potential

### Identity Trust – EQ

Good shows curate the audience to reflect the target community (ies) and are judged by the quality of that social construct

### Connections –

“It’s not what you know, but who you know”



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# id your Community (ies)



- At OR there are distinct business communities
  - Backpacking/Mountaineering
  - Paddlesports
  - Running
  - Lifestyle
  - Designers (apparel)
  - Designers (industrial)
  - Fly Fishing
  - Snowsports
  - Camping
  - Hiking



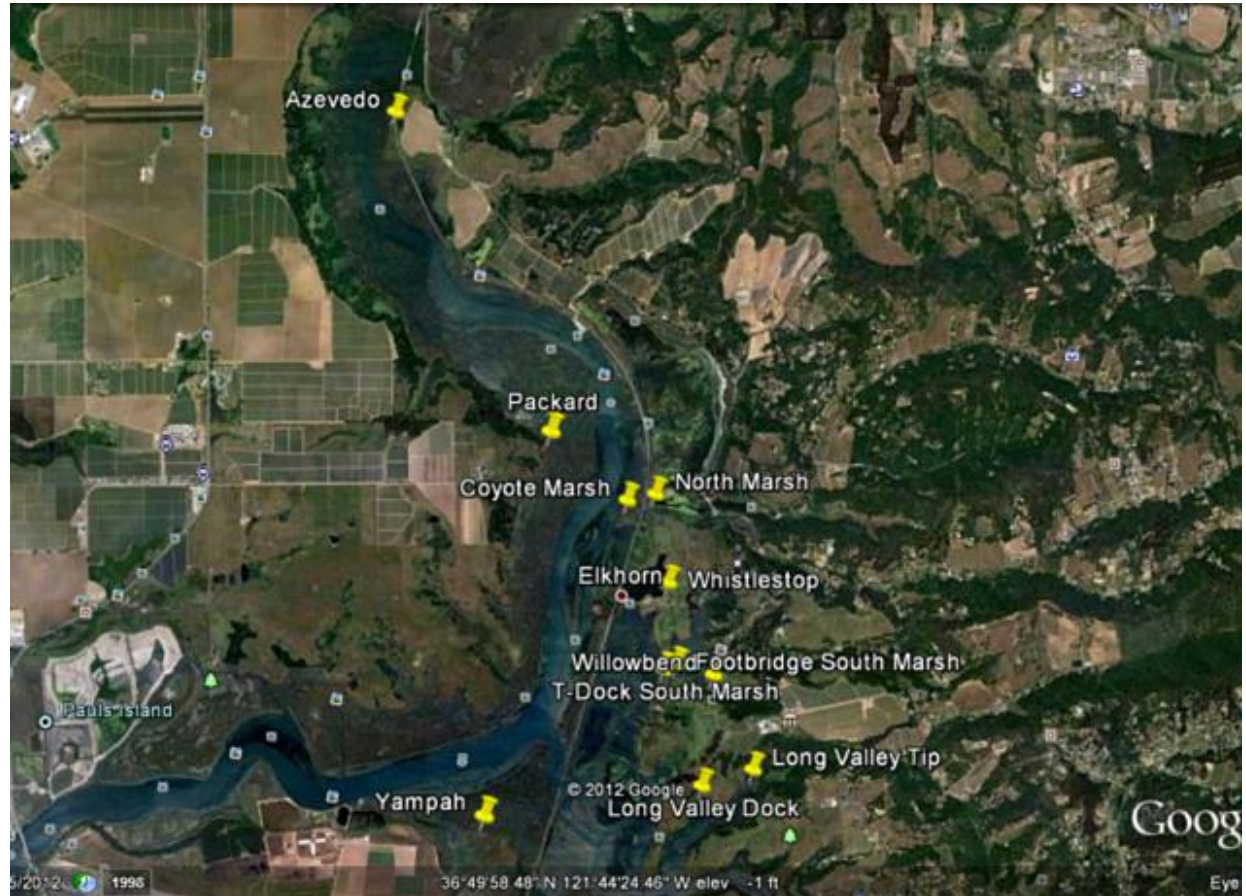
## The Business Ecotone

Biome interface  
(where 2 come together)

Richness of biodiversity

More connection points  
and more innovation

ID Communities you are  
or want to be part of...  
then find your 'edge' to  
get creative , innovate



## The Business Ecotone – where communities touch



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# Don't get stuck the entire time in your booth



# Questions?



- [How to get housing?](#)
- [Attending as a non-buyer](#)
- [Outdoor Industry Association and the business model of OR](#)
- [Other models](#)

[THANK YOU!](#)

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